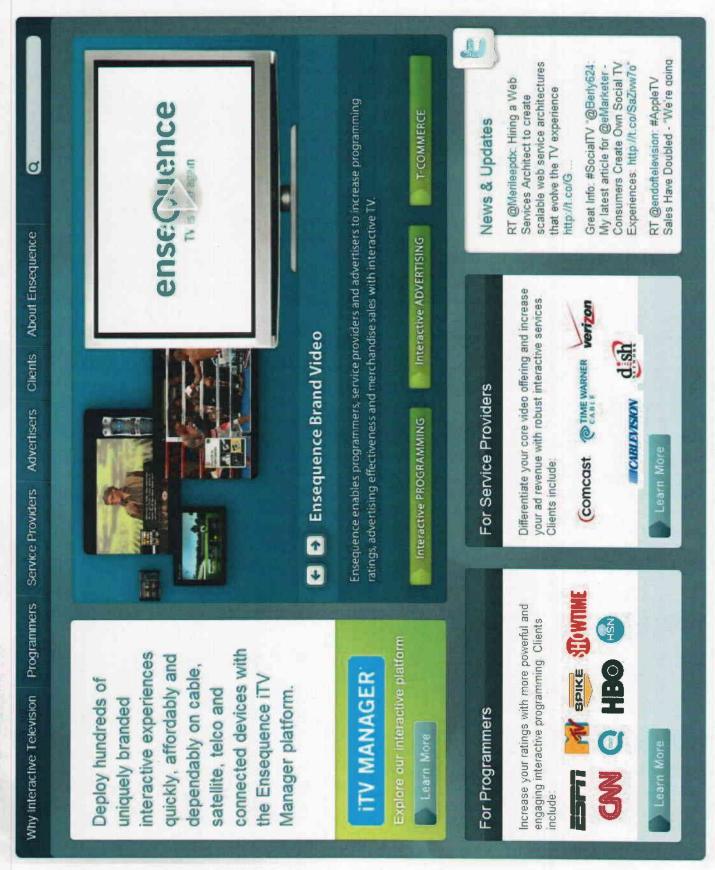
### EXHIBIT A



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Advertisers

Clients

Why Interactive Television Programmers Why Interactive Television Programming Advertising T-commerce . 56% of TV viewers are using the internet for video entertainment . 79% of TV viewers want to interact with televised programming . 73% of TV viewers want two way interaction with TV advertising

### **Ensequence Brand Video**

About Ensequence

Ensequence, the interactive TV company, enables programmers, service providers and advertisers to create and deploy a high volume of uniquely branded interactive television experiences that increase programming ratings, advertising effectiveness and merchandise sales.

enseQuence

Service Providers

### **News & Updates**

Source 2010 Harris survey

RT @Merileepdx: Hiring a Web Services Architect to create scalable web service architectures that evolve the TV experience http://t.co/G... 134 days ago

58% of TV viewers want to request free samples during commercials

Great Info: #SocialTV @Berly624: My latest article for @eMarketer -Consumers Create Own Social TV Experiences: http://t.co/SaZivw7o\* 140 days ago

RT @endoftelevision: #AppleTV Sales Have Doubled - "We're going to keep pulling the string and see where it takes us" - http://t.co/UGdsNdZW 141 days ago

RT @ConnectedTV: Yahoo! #ConnectedTV: Connecting All Your Screens - Big to Small: http://t.co/6ATKQ5ti#SocialTV #secondscreenty #mobilety 141 days ago

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Contact us today to get started with interactive television.

### Why Interactive Television

Home: Why Interactive Television

The answer to the question "Why iTV Now" is a simple one.

Interactive television increases programming ratings and advertising revenue, directly impacting your bottom line.

Viewers want to interact with content and control their entertainment experience on every device capable of delivering video—including the television screen. They want to rate video content, post comments, participate with shows through voting and polling and have interactive, two-way conversations with their favorite brands.

For programmers and service providers alike, interactivity doesn't have to be only associated with Web video. You can deliver two-way, interactive experiences today to the biggest screen in the house. Ensequence interactive television connects content to audience, bringing web-like functionality that your viewers have come to expect directly to their televisions.

Interactive TV keeps viewers engaged, increases their enjoyment and generates buzz through social media vehicles like Facebook and Twitter. And advertising is transformed from a passive branding exercise to an active direct response medium-viewers can respond to offers instantly with the click of the remote control. Results can be tracked and measured in real time, bringing web-like metrics and accountability to television.

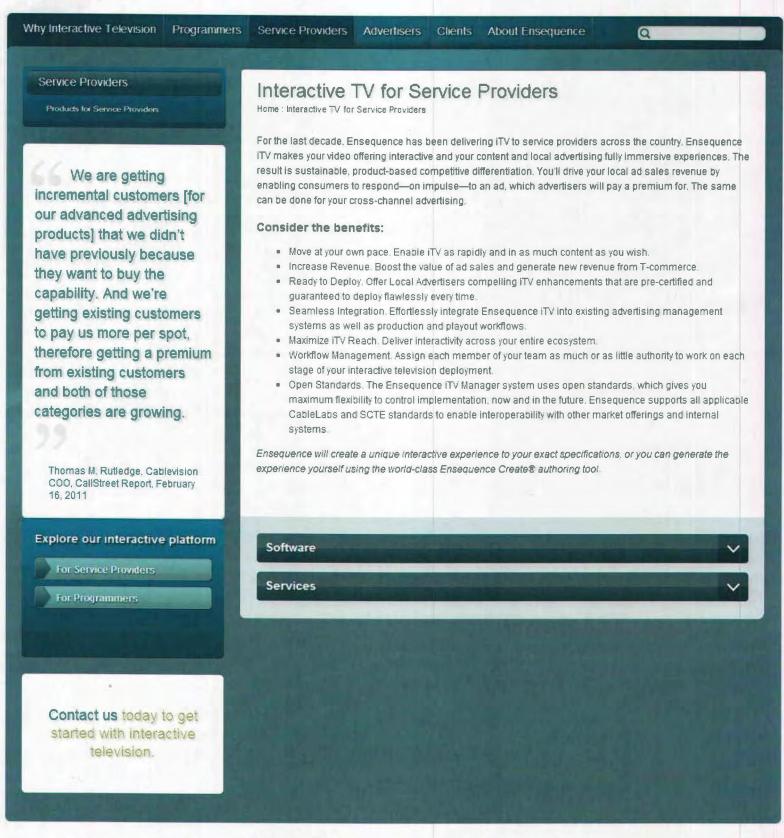
The US Cable industry has enabled one of the largest interactive platforms available today—Enhanced TV Binary Interchange Format (EBIF)—and it has reached critical mass. The six largest cable service providers. and their cooperative affiliation with Canoe Ventures, have 25 million households 'EBIF ready' now, and are aiming to have 40 million EBIF ready by the end of 2011.

But we don't stop with just cable...we work with all existing interactive platforms including satellite and telco, plus emerging connected TV platforms from companies like Samsung and Yahoo!.

Let Ensequence help you increase your program ratings, advertising revenue and sell merchandise with the click of a button by delivering interactive advertisements and immersive programming experiences to your audience. Your content and advertisements will be more powerful and engaging than ever before

Exhibit A Page 3 of 8

### enseQuence



# enseOnence

Programmers is an important way to help Interactive television Ensequence, we have the local level and prepare for especially our viewers. By manage the process on a partners, advertisers and value to our distribution us deliver even greater ability to more easily Why Interactive Television a national rollout. partnering with

business development, WE tv & Wedding Central, December Jen Robertson, senior vice president, digital media and

Contact us today to get started with interactive elevision.

### Advertisers

Home: Advertisers

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About Ensequence

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Advertisers today are capturing consumers' attention, maximizing advertising spend and demonstrating results with interactive TV advertising. They're pushing the limits of the television advertising experience and optimizing campaigns in fresh and compelling ways. Dynamic targeting, combined with instant metrics and reporting Start a two-way conversation with your target consumers. enable advertisers to measure ROI and fine-tune campaigns on the fly

Consumers are accessing detailed product information, exploring 3D demos and instantly requesting digital vouchers. They're training with and competing against their favorite athletes, and then learning where to buy their gear. Today's viewers are even purchasing products directly using their remote controls.

## Ready to get started?

market on a national scale. Ensequence works with individual networks or families of networks to customize Ensequence develops and stewards interactive campaigns and services on national cable networks across multiple cable and satellite operators — we are focused on solutions that will quickly bring interactivity to the what they do with interactivity—in other words, to give them complete creative freedom to deploy uniquely branded ITV experiences that are specifically tailored to their content, messaging and viewers

Contact us to get started today.

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Ensequence. TV is new again.

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**Programmers** 

/hy Interactive Television

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New York, NY 10170 212 358 8995	503 416 3800
Dayton	For PR Inquiries
520 East 1st Street	Carole Shander
Dayton, OH 45204	Carole Shander Public Relation 917 750 2496
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Your location:	
North America	
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